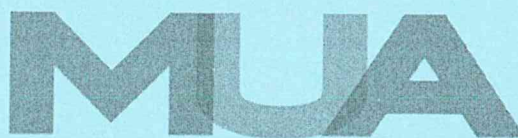


The  
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**UNDERGRADUATE UNIVERSITY EXAMINATIONS**  
**SCHOOL OF MANAGEMENT AND LEADERSHIP**  
**DEGREE OF BACHELOR OF LEADERSHIP AND MANAGEMENT /**  
**BACHELOR OF ARTS IN DEVELOPMENT STUDIES/ BACHELOR OF**  
**COMMERCE**

**BML 306/BDS 400/BCM311: BUSINESS RESEARCH METHODS**

**DATE: 5<sup>TH</sup> AUGUST 2016**

**DURATION: 2 HOURS**

**MAXIMUM MARKS: 70**

**INSTRUCTIONS:**

1. Write your registration number on the answer booklet.
2. **DO NOT** write on this question paper.
3. This paper contains **SIX (6)** questions.
4. Question **ONE** is compulsory.
5. Answer any other **THREE** questions.
6. Question **ONE** carries **25 MARKS** and the rest carry **15 MARKS** each.
7. **Write all your answers in the Examination answer booklet provided.**



**QUESTION ONE**

**Read the following Case Study carefully and answer the questions that follow: .**

The purpose of this study was to examine factors influencing the adoption of agricultural technology among small holder farmers in Embu North Sub-County, Kenya. Conceptual framework guided the study by illustrating how the various variables were interrelated. The study adopted an exploratory research design. The target population consisted of 25 producer groups having 25 small holder farmers (625 small holder farmers), five key producer group officials in each of the 25 producer groups (125 officials), 15 respondents from Kenya Agricultural Research Institute and 10 respondents from Embu Agricultural Training College and the one respondent from the Ministry of Agriculture.

Simple random sampling techniques was used to select 188 small holder farmers while purposive sampling techniques were used to select 125 key producer group officials, 15 respondents from Kenya Agricultural Research Institute and 10 respondents from Embu Agricultural Training College and one respondent from the Ministry of Agriculture. The questionnaires and interviews schedules were used to collect data. On validity of the instruments, the researcher used content validity while Cronbach Alpha Reliability coefficient value was 0.87. Data was analyzed by use of both descriptive and inferential statistics and presented in frequency tables, graphs, pie charts and measures of central tendency.

Regression and correlation analyses were used to test levels of significance and strength of relationship among study variables. Qualitative data from the in-depth interviews and focused group discussion was also analyzed and presented appropriately. Results of the study were: Capital and credit facilities had positive and significant association on the adoption of Agricultural technology but at varying degrees; results indicated



that training has a marginally positive and significant influence on the adoption of technologies among smallholder farmers. There was a marginal weak positive association between availability of agricultural extension services and adoption of agricultural technology. Results revealed that market availability has a positive and significant ( $p < 0.05$ ) on the adoption of agricultural technology and the farmers' educational levels, gender and age had positive and significant influence on the adoption of technology while the variable on males and females adopting technology equally had positive but insignificant influence.

Therefore, the following recommendations were made: There is a need to increase farmers' capital and credit facilities and make these services accessible to the farmers. The farmers and extension officers ought to be trained on yield-raising technologies and fertility-restoring and conservation technologies and other technologies that can positively contribute to high productivity among farmers. The findings of this study may prove the need to improve living standards of farmers by upgrading their production capacity.

**Required:**

- (a) Briefly explain the rationale of this study. (4 marks)
- (b) Enumerate four research questions that were be used in the study. (8 marks)
- (c) Identify and explain the research design used in this case study. (4 marks)
- (d) Which instruments of data collection were used during the conduction of the research? (3 marks)
- (e) Explain the following terms as used in the case study:
  - (i) Qualitative data (2 marks)
  - (ii) Quantitative data (2 marks)
  - (iii) Regression analysis (2 marks)



**QUESTION TWO**

The accounts executive has established a new accounting system that utilizes maximum computer technology. Before making further changes, he would like to get a feel for how the accounting clerks react to the new system by acting as if he has no doubts about their acceptability of the new system. He may then casually talk to the first five accounting personnel that walk into his office, trying to gauge their reactions.

- (a) Describe the type of sampling the director should use in the given scenario, probability or non-probability? **(4 marks)**
- (b) Give two characteristics of the type of sampling technique that you selected in part (a) **(6 marks).**
- (c) Determining the sample interval (represented by  $K$ ), randomly selecting a number between 1 to  $K$ , and including each  $K$  element in your sample are the steps for which form of sampling? Explain **(5 marks)**

**QUESTION THREE**

Students at your university walk long distances in search of pocket-friendly restaurants for their meals. You think you have a solution to their problem and you are anticipating setting up a restaurant named *Okoa Mwanafunzi* in the locality of your university.

- (a) Formulate your research topic **(3 marks)**
- (b) What would be your statement of your problem? **(6 marks)**
- (c) State 4 objectives of your study **(6 marks)**



**QUESTION FOUR**

Distinguish between the following terms:

- (a) Basic and Applied Research (3 marks)
- (b) Independent Variable and Dependent Variable (3 marks)
- (c) Cross Sectional and Longitudinal Research (3 marks)
- (d) Validity and Reliability of data collection instruments (3 marks)
- (e) Data Analysis and Data Processing (3marks)

**QUESTION FIVE**

A retailer of children's toys wants to learn what customers think of the range of products they offer in its online store. The retailer has decided to carry out a self-completion survey of its adult customers on its mailing list but they are unsure whether the survey should be conducted by post or online.

- (a) Outline 2 benefits and 2 limitations of each approach which the retailer is considering for this research. Illustrate your answer with examples (9 marks).
- (b) The retailer has decided to use a postal survey. Outline 3 steps which they could take to maximize response rates (3marks).
- (c) Give a reason each for the suggestions you make (3 marks).

**QUESTION SIX**

- (a) Several factors come into play regarding when to conduct business research. Discuss 4 such factors (6 marks)
- (b) When should research be avoided? (3 marks)
- (c) Briefly explain any 4 areas of scientific dishonesty/ research misconduct. (6 marks)



